

1 of 2

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

PLS EXPAND TP ON LN 1.
PLS SEE LNS 6 AND 7 FOR SPOTS NA DT COLLEGE FOOTBALL.
PLS ADVISE WHERE YOU WOULD LIKE TO MG.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	10/29-11/03	10P-1030P	NEWS	:30	\$750.00	M-SA	3	1	3	\$2,250.00
		Station Remark: V2 PLS EXPAND TP TO 10-11P.								
2	10/29-11/02	6P-630P	BIG BANG	:30	\$600.00	M-F	2	1	2	\$1,200.00
3	10/29-11/02	630P-7P	2.5 MEN	:30	\$600.00	M-F	2	1	2	\$1,200.00
4	10/29-11/02	7P-730P	BIG BANG	:30	\$900.00	M-F	3	1	3	\$2,700.00
5	10/29-11/02	730P-8P	2.5 MEN	:30	\$800.00	M-F	2	1	2	\$1,600.00
*6	11/03-11/03	7P-730P	BIG BANG	:30	\$300.00	SA	1	1	1	\$300.00
		Station Remark: V2 1X NA 11/3 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG.								
*7	11/03-11/03	730P-8P	2.5 MEN	:30	\$300.00	SA	1	1	1	\$300.00
		Station Remark: V2 1X NA 11/3 DT COLLEGE FOOTBALL. PLS ADVISE WHERE YOU WOULD LIKE TO MG.								

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product MARK CRITZ FOR CONGR

Estimate# 2434

Buyer AMY MILLS

Phone#

Fax#

Agency () LUC MEDIA

25 WHITLOCK PLACE SW, 2ND FL

MARIETTA, GA 30064

Agency C/P1/P2/E //2434

Flight Dates 10/29/2012 - 11/04/2012

Hiatus Weeks

Rep Firm

Sales Office () WASHINGTON

Salesperson () KATHRYN SARDINSKY

Salesperson Phone# 202-955-5342

Salesperson FAX#

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----
8	10/29-11/02	1P-2P	DIVORCE COURT	:30	\$70.00	M-F	2	1	2	\$140.00
9	10/29-11/02	2P-3P	JUDGE JOE BROWN	:30	\$85.00	M-F	3	1	3	\$255.00

---REPORT TOTALS---

Report Totals: 19 / \$9,945.00

---SALES MONTHLY TOTALS---

Nov 12: 19 / \$9,945.00

Sales Totals: 19 / \$9,945.00

Station Totals: 19 / \$9,945.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$165,750	CABL	0%	KDKA	35%	UNKN	0%	WPCW	1%	WPGH	6%
		WPMY	0%	WPXI	34%	WTAE	24%				

---COMPETITIVE COMMENTS---

WPGH = 9945

WTAE = 47200

WPXI = 63730

KDKA = 66645

WPCW = 2240

TTL = 139760

Books null

Demos RA35+